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CHRYSANTHEMUM PLANTS

APRIL • MAY • JUNE • 1941

Blanchard Chrysanthemum Gardens
ARCADIA, CALIFORNIA

To Our Patrons

● In prefacing our current catalogue we wish to express our appreciation for the kind consideration you have given us in the past. We shall continue our efforts to supply none but strictly first-class rooted cuttings taken from strong, healthy field grown stock so that we may further merit your confidence and patronage... If you live in the vicinity, or if you are touring in Southern California, we cordially invite you to visit our gardens in October and November.

BLANCHARD CHRYSANTHEMUM GARDENS

TERMS OF SALE

Important—Read Carefully Before Ordering

QUOTATIONS: The prices quoted are as low as can be made for strictly first-class stock and are for U. S. Currency. 3% sales tax must be added for all deliveries made in the state of California. This list cancels all previous quotations.

REMITTANCES for all orders should be made by Postoffice, Express Money Order or Bank Draft. Canadian, Mexican and all foreign customers are requested to remit by Postoffice Money Order, which is not subject to discount like checks and other forms of exchange.

FILLING ORDERS: All orders are filled in strict rotation, carefully labeled, lightly and securely packed, and delivered to the carriers in good condition. In case stock of certain varieties is exhausted, we reserve the right to decline the order. To partially avoid such action, place your order early, so that the plants may be set aside. Assist in prompt delivery by using order sheet.

SHIPMENTS: All shipments valued at less than \$5.00 will be made by parcel post unless otherwise instructed. All shipments valued at \$5.00 or more will be shipped by Railway Express. If plants are to be shipped by Parcel Post add cost of postage, as all prices quoted are F.O.B. Arcadia, California. As a basis for computing weight use 12 ounces for each 12 plants, packing included. Your Post Office will furnish postal rates upon request.

FOREIGN SHIPMENTS (except Canada and Mexico) require special treatment, both as to condition of plants and method of packing to insure safe delivery. We ask such customers to add 25 per cent to amount of the order to cover this extra expense.

CLAIMS FOR DAMAGE: All claims for damage must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants damaged in transit by either extremes in temperature or injuries due to delayed deliveries or rough handling.

NO GUARANTEE: While we exercise utmost care in executing all orders to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product... **ALL ORDERS** are accepted on the above terms and are not subject to return.

● **FRONT COVER ILLUSTRATION SHOWS:** Upper left, "Miss Helen Frick," see page 12... Upper right, "Bronze Frick," see page 11... Lower Center, "December Queen," see page 9.

Feather, Spidery and Threadlike Varieties

ANTOINETTE BUSCH—White. Large tube. Diameter 15 inches. Tall. Matures Oct. 20th.

BENTEN BRONZE—Bronze with deep red tips. Medium height. Matures Nov. 15th.

BUNBU (Bumbu No Kami)—Lavender. Large tube with spoon. Diameter 12 inches. Matures Nov. 1st. (See full color illustration, right.)

BUTTERFLY—Medium tube. Excellent yellow similar, but superior to Ohkwan, blooming ten days in advance of the latter. Medium height. Matures Oct. 25th.



BUNBU (BUMBU NO KAMI)



GENA HARWOOD

FAIRYLAND—Yellow. Semi-tubular petals. Spoon tipped. Diameter 8 inches. Matures Nov. 20th.

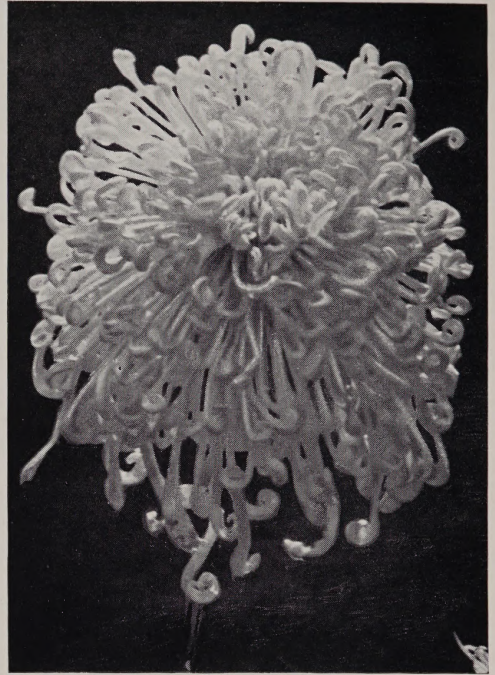
GENA HARWOOD—Rosy mauve. Sport from Rayonnante. Tall. Matures Oct. 15th. (See full color illustration below.)

KAY TASHIMA—White. Large tube. Fishhook tipped. Diameter 15 inches. Matures Oct. 1st.

KEGON NO TAKI—Bright yellow of unusual formation. Lower petals reflexed, balance incurved and twisted. Tall. Matures Nov. 1st.

MAMORU—Dark orange with increasing bronze toward center. Medium height. Diameter 8 to 10 inches. Matures Oct. 30th. (See full color illustration, page 17.)

— **SILVER LACE**—Excellent white, medium tube. Rivals Kay Tashima in size and splen-



WM. McCABE—Yellow. Large tubular petals. Tall. Diameter 10 inches. Matures Nov. 1st. (See *full color cut bottom p. 17.*)

Any 12	\$2.50
6 of any one variety	1.20
12 of any one variety	2.25

Large Flowering Exhibition Varieties

ALICE BENSON—A large fluffy white ball. Medium height. Matures Oct. 25th.

COUNTRY MAIDEN—A compact incurved flower of apricot bronze. Petals form a perfect ball. Medium height. Matures Oct. 25th.

DR. J. M. INGLIS—Wine purple amaranth with silver reverse. Medium height. Matures Nov. 1st.

GRACE STURGIS—Wine red with pinkish-silver reverse. Tall. Matures Nov. 1st.

J. R. BOOTH—Fine yellow incurved. Medium height. Matures Nov. 1st.

LOUISA POCKETT—Purest white. Very large incurved. Medium height. Matures Nov. 1st.

MAJESTIC—Clear shiny amber bronze. Short. Matures Oct. 20th.

MIKADO—Large incurved. Cardinal with golden reverse. Medium height. Matures Oct. 25th. (*See illustration back cover.*)

MR. ALLEN—Salmon with golden reverse. Very large. Tall. Matures Oct. 20th.

MRS. AUGUST KOCH—Creamy bronze with buff reverse. Very large incurved. Medium height. Matures Nov. 5th on.



NAGIRROC

MRS. G. G. MASON—Blood red with golden reverse. Medium height. Matures Oct. 25th.

MRS. JULES LEEDS—Blood red incurved. Short. Matures Nov. 5th.

NAGIRROC—Golden bronze incurved. Center an exotic swirl of deeper tone. Striking in appearance. Medium height. Matures Oct. 20th. (*See illustration above.*)

NERISSA—Large compact rosy lavender incurved. Short. Matures Nov. 5th.

RED MAJESTIC—Bronzy red. Short. Matures Nov. 1st.

THOS. W. POCKETT—Clear pink with incurved tips. Tall. Matures Nov. 1st.

TURNER, BRONZE—Light bronze. Large incurved. Medium height. Matures Nov. 5th.

TURNER, PINK—(Mrs. Leslie Davis) Large incurved. Pleasing shade of pink. Medium height. Matures Nov. 5th.

TURNER, YELLOW—Light yellow. Large incurved. Medium height. Matures Nov. 5th.

VERMONT—A very beautiful pink incurved bloom. Large. Tall. Matures Nov. 1st.

WHITE TREASURE—Large white. Will produce three 9 inch blooms to a plant. Grows very tall. Matures Nov. 15th. (See illustration below.)



YELLOW POCKETT



WHITE TREASURE

WM. H. WAITE—Dark bronze incurved. Medium height. Matures Nov. 5th.

WM. H. WAITE, IMPROVED—Red with golden bronze reverse. Short. Matures Nov. 5th.

WM. TURNER—A decidedly incurved variety of purest white. Medium height. Matures Nov. 5th.

YELLOW POCKETT—Light yellow. Large incurved. Medium height. Matures Nov. 1st. (See illustration above.)

Rooted Cuttings, each.....	\$.20
Any 350
Any 695
Any 12	\$1.80
6 of any one variety....	.80
12 of any one variety....	1.50

Large Flowering Commercial Varieties

WHITE

ALBATROSS—Large, full, glistening white. Tall. Matures Oct. 25th.

AMBASSADOR—Extra large incurved. Medium height. Matures Oct. 20th. (See illustration below.)

BETSY ROSS—Large incurved. Sturdy stem. Tall. Matures Oct. 18th.

CAMILLA—Well rounded, satiny white incurved. Tall. Matures Oct. 10th.

CHAS. RAGER—Good white. Medium sized incurved. Medium height. Matures Nov. 10th.

CHAS. W. JOHNSON—Large early white incurved. Medium height. Matures Oct. 20th.



SILVER WEDDING



AMBASSADOR

CHATTANOOGA—Pure white incurved. Medium height. Matures Dec. 1st.

DECEMBER BEAUTY—Medium sized white tinged with pink. Medium height. Matures Dec. 1st.

DECEMBER BEAUTY, IMPROVED—Pure white. Medium height. Matures Dec. 1st.

DECEMBER GLORY—Excellent white incurved. Tall. Matures Dec. 1st.

EARLY FROST—Medium sized incurved. Short. Matures Sept. 20th.

EARLY QUALITY—Excellent large early white incurved. Medium height. Matures Oct. 25th.



WHITE HELEN FRICK

EDGAR STILLMAN KELLY—

Large glistening white incurved. Strong upright growth. Tall. Matures Nov. 15th.

LADY ESTHER—Pure crystal white

incurved. Medium height. Matures Nov. 1st.

MARKETEER—Perfectly formed in-

curved. White. Matures Nov. 15th.

MEFO—Large white incurved. Tall.

Matures Nov. 1st.

MISS FLORA BOWERS—Large

white incurved; interlacing petals; 7½ inches in diameter. Height, 4 ft. Matures Nov. 25th.

MONUMENT—White incurved. Strong stem. Medium height. Matures Nov. 10th.

MRS. HENRY R. REA—Medium sized incurved. Medium height. Matures Nov. 5th.

QUAKER MAID—Large white incurved. Medium height. Matures Oct. 5th.

SILVER SHEEN—A satiny pure white incurved. Excellent keeper. Matures Oct. 20th.

SILVER WEDDING—Pure white reflexed. Tall. Matures Nov. 1st. (See illustration preceding page.)

SNOW WHITE—Incurved with satiny white sheen. Medium height. Matures Nov. 1st. (See *illus. below.*)



SNOW WHITE

STATELY WHITE—Round pure white bloom. Medium height. Matures Nov. 1st.

VENUS—Large incurved. Medium height. Matures Oct. 1st.

WHITE DISTINCTION—Sport from Distinction. Very large incurved. Stiff stem. Tall. Matures Nov. 25th.

WHITE HELEN FRICK—Satiny white in-

curved. Short. Matures Nov. 1st. (*See illustration preceding page.*)

WHITE MISTLETOE—A pure white incurved. Medium height. Matures late Nov. to Christmas.

WHITE SEIDEWITZ—White sport of Edwin Seidewitz. Similar in all respects except color. Tall. Matures Nov. 15th.

YELLOW

APRICOT QUEEN—Brilliant orange. Medium height. Matures Oct. 25th.

BONNAFFON DeLUXE—Rich golden yellow. Short. Matures Nov. 1st.

BONNAFFON (Major)—Medium sized incurved. Medium height. Matures Nov. 10th.

BONNAFFON (Shibuya)—Medium sized incurved. Good yellow. Medium height. Matures Nov. 20th.

CARDONIA—Large deep rich yellow incurved. Medium height. Matures Nov. 1st.

CELEBRATION—Large incurved. Matures late.

CELESTRA—Large ball type lemon yellow. Tall. Matures Oct. 10th.

CHRYSALORA—Sulphur yellow incurved. Medium height. Matures Oct. 15th.

CLARA B. FORD—Good medium sized yellow incurved. Medium height. Matures Nov. 25th.

COL. F. M. ALGER—Clear Pernet yellow incurved. Tall. Matures Nov. 5th.

DECEMBER QUEEN—Reflex. Tall. Matures Nov. 25th. (*See full color illustration front cover.*)

FRIENDLY CALL—Very compact. Incurved. Medium height. Matures Nov. 25th.

FRIENDLY RIVAL—Golden yellow incurved. Medium height. Matures Nov. 15th.

GOLDEN ARBINI—Deep yellow, fully double and gracefully reflexed in form. Medium height. Matures Nov. 20th.

GOLDEN GLORY—Bright yellow incurved. Very good. Medium height. Matures Oct. 10th.

GOLDEN MEASURE—Golden yellow. Tall. Matures Oct. 25th.

GOLDEN MISTLETOE—Large incurved. Medium height. Matures late November to Christmas.

GOLDEN MRS. ROSS—Golden yellow. Tall. Matures Nov. 28th.

GOLDEN PEARSON—Excellent golden yellow. Large incurved. Tall. Matures Nov. 5th.

GOLD LODGE—An early yellow. Medium height. Matures Oct. 5th.

GOOD NEWS—Bright yellow sport of Detroit News. Matures Oct. 25th.

JUBILEE—Perfect incurved. Clear yellow. Matures Nov. 15th.

MARIE DE PETRIS—Bright yellow incurved. Medium sized bloom. Short. Matures Nov. 1st.

MONROVIA—Good yellow. Incurved. Also excellent for sprays. Medium height. Matures Oct. 1st.

MRS. H. E. KIDDER—Bright yellow incurved. Medium height. Matures Oct. 25th.

MRS. NELLIE T. ROSS—Bright yellow incurved. Tall. Matures Nov. 20th.

MRS. WM. THAW, JR.—Incurved, clear golden yellow. Matures Nov. 10th.

OHGON NO SATO—Rich golden yellow of an unusually striking configuration. Medium height. Matures Oct. 25th. (See illustration above.)

R. M. CALKINS—Golden yellow. Medium height. Matures Nov. 25th.

SECRETARY NEHRLING—Perfect form. Bright yellow incurved. Good stem and foliage. Tall. Matures Nov. 15th.

SUNGLOW—Bright yellow incurved. Satiny sheen. Medium height. Matures Oct. 25th.

SUN GOLD—Large yellow incurved. Tall grower. Matures Nov. 25th.



OHGON NO SATO

SUNNYSLOPE GOLD—Large golden yellow incurved. Tall grower. Matures Oct. 25th.

YELLOW AMBASSADOR—Yellow sport of Ambassador. Medium height. Matures Oct. 15th.

YELLOW CHATTANOOGA—Light yellow. Medium height. Matures Nov. 28th.

YELLOW GOWN—Medium sized incurved. Medium height. Matures Sept. 10th.

YELLOW MEFO—Yellow sport from Mefo. Same in all respects except color. Tall. Matures Nov. 1st.

YELLOW MONUMENT—Sport of Monument. Light yellow incurved. Medium height. Matures Nov. 5th.

YELLOW STONE—Fine incurved yellow. Medium height. Matures Nov. 15th.

BRONZE

ANNA KASKAS—Golden bronze incurved. Tall. Matures Nov. 5th.

BRONZE FRICK—Warm shade of bronze with lighter reverse. Incurved. Medium height. Matures Nov. 20th. (See *illustration front cover.*)

BRONZE GEM—Medium size dark bronze incurved. Medium height. Matures Oct. 25th.

BRONZE LODE—Bronze incurved. Medium height. Matures Oct. 1st.

BRONZE MISTLETOE—Large incurved. Medium height. Matures from late Nov. to Christmas.

BRONZE SEIDEWITZ—Dark bronze. Sport from Edwin Seidewitz. Tall. Matures Nov. 15th.

DETROIT NEWS—Popular early bronze, golden reverse. Medium height. Matures Oct. 25th.



GLITTERS

GLADYS PEARSON—Golden bronze incurved. Medium height. Matures Nov. 30th.

GLENVIEW—Bronze incurved. Short. Matures Nov. 24th.

GLITTERS—Bright bronze. Medium height. Matures Oct. 20th. (See *full color illustration above.*)

GOLDEN OAK—Large golden bronze incurved. Tall. Matures Oct. 25th.

HILDA BERGEN—Good incurved. Short. Matures Oct. 25th.

INDIAN CHIEF—Deep reddish bronze, golden buff reverse. Medium height. Matures Nov. 1st.

INDIANOLA—Light bronze incurved. Medium height. Matures Nov. 1st.

KEYSTONE—Duo-tone bronze incurved. Medium height. Strong stem. Matures Oct. 22nd. (See *full color illustration left.*)

OAK LEAF—Dark bronze. Blooms 8 in. Medium height. Matures Nov. 20th.



KEYSTONE

PINK

ADONIA—A deep shell-pink reflexed. Medium height. Matures Oct. 25th.

APRICOT MAY WALLACE—Incurved. Distinctive shape. Pastel shade of apricot. Tall. Matures Nov. 15th.

DISTINCTION—Large incurved. Clear bright pink. Fine stem. Matures Nov. 25th. (See full color illustration page 16.)

DR. ENGUEHARD—Bright rosy pink incurved. Medium height. Matures Nov. 15th.

EDWIN SEIDEWITZ—Bright pink incurved. Tall. Matures Nov. 25th.

EDWIN SEIDEWITZ, IMPROVED—Bright pink incurved. Fuller and darker than Edwin Seidewitz. Tall. Matures Nov. 15th.

GLORIOUS—Shell-pink. Medium sized incurved. Medium height. Matures Nov. 1st.

INDIANAPOLIS PINK—Excellent light lavender, darker reverse. Medium height. Matures Nov. 1st.

JUSTRITE—Incurved, solid bloom. Lavender pink. Medium height. Matures Oct. 15th.

J. W. PRINCE—An excellent pink incurved. Short. Matures Nov. 1st.

MAJOR EDWARD BOWES—Good pink. Medium height. Matures Oct. 20th.

MAY WALLACE—A nicely incurved shell-pink. Tall. Matures Nov. 15th.

MISS HELEN FRICK—Large incurved orchid pink. Medium height. Matures Nov. 20th. (See full color illustration front cover.)

MITY NICE—Lavender pink incurved. Excellent color. Medium height. Matures Oct. 15th.

OCTOBER GLOW—Deep rose. Large ball shaped bloom. Medium height. Matures Oct. 20th.

PINK DAWN—Soft shade of pink. Incurved. Medium height. Matures Oct. 25th.

PINK MISTLETOE—Large incurved. Medium height. Matures late November to Christmas.

QUAKER LADY—Large incurved light orchid pink. Medium height. Matures Nov. 1st.

SMITH'S ENCHANTRESS—Early pink incurved. Medium height. Matures Oct. 20th.

THANKSGIVING PINK—Dark pink reflexed. Medium height. Matures Nov. 20th.

RED

ARMISTICE DAY—Medium incurved. Red with gold reverse. Medium height. Matures Nov. 5th.

BLACK HAWK—Reflexed. Similar to Harvard, except deeper in color and lack of serration of semi-quilled petals. Medium height. Matures Nov. 30th.

GARNET KING—True reflexed. Garnet red. Petals about center tipped with bronze. Medium height. Matures Nov. 25th.

HARVARD—Reflexed. Brilliant dark, satiny red. Medium height. Matures Nov. 20th. (See full color illustration top page 17.)

Any 12	\$1.15
6 of any one variety50
12 of any one variety	1.00

Any 12	\$1.15
6 of any one variety50
12 of any one variety	1.00

Intermediate Type

CAVALCADE—Bright mandarin red with each cupped petal showing a golden bronze reverse—the whole making a pleasing combination. Matures Dec. 10th.

CHRISTMAS CHEER—Orange. A very good late variety. Medium height. Matures Dec. 10th.

DERIGOLD—Fine sprays of an outstanding brilliant yellow. Heavy bloomer. Medium height. Matures Nov. 10th.

DUSKY MAID—Reddish bronze, gold reverse. Tall. Matures Nov. 10th.

ELLETRA—Pure even bronze. Medium height. Matures Nov. 10th.

GLOW—Orange. Reddish orange at center. An exotic. Medium height. Matures Nov. 20th.

IROQUOIS—Close compact bronze. Crisp flowers 2½ inches in diameter. Matures Dec. 5th.

JESSIE—(Madeline) Deep rose pink. Excellent early bloomer. Medium Height. Matures Oct. 25th.

LEGAL TENDER—Bronze and gold. Medium height. Matures Nov. 20th.

LOS ANGELES—Clear scarlet. Decorative. Medium height. Matures Nov. 15th.

NIZA—Light pink. Excellent early pompon. Medium height. Matures Oct. 5th.

PASADENA—Vivid orange bronze. Medium height. Matures Nov. 1st.

PERFECTO—Yellow. Open sprays on stiff stems; good foliage. Matures Nov. 25th.

PINK DOT—Light pink with dark pink eye. Matures Oct. 20th.

SHAKER LADY—Dual tones of pink, shading to lavender in center. Heavy bloomer. Short. Matures Nov. 1st.

SUNSET—Good late pompon. Very tall grower. Matures Nov. 20th and later.

TONQUIN—Rose pink. Very productive. Strong stem. Medium height. Matures Dec. 10th.

WHITE TONQUIN—A good late white, identical with Tonquin in all characteristics except color. Matures Dec. 10th.

Rooted Cuttings, each	\$.15
Any 340
Any 670

Any 12	\$1.15
6 of any one variety50
12 of any one variety	1.00



Large Type Suitable for Disbudding



An assortment of disbudded pompons.

WHITE

ARCADIA—Pure white, well rounded blooms. Extremely productive. Matures Oct. 25th.

BRIDAL BELLS—Flowers first open greenish white, changing to pure white at maturity. Strong, sturdy growth. Matures Dec. 15th.

CRYSTAL WHITE—Good white, well rounded flowers, $2\frac{1}{2}$ inches in diameter. Tall. Matures Nov. 10th.

DIANA—A snowy white of exquisite lacy daintiness. Sturdy growth. Medium height. Matures Nov. 5th.

GRETA—Extremely prolific early white. Medium height. Matures Oct. 1st.

MARIANA—A good pure white pompon of exquisite beauty. One of the best early whites. Medium height. Matures Oct. 15th.

ROYAL QUEEN—Excellent late white. Medium height. Matures Dec. 1st.

SEA GULL—Pure white of excellent substance. Medium height. Matures Nov. 1st.

SILVER BALL—Pure white. Flowers 4 inches in diameter. Height, 4 feet. Matures Sept. 25th.

SILVER STAR—Large white with remarkable substance. Petals concave or dahlia-like. Tall. Matures Dec. 5th.

TOUCHDOWN—A very lovely creamy white round pompon. Tall. Matures Oct. 10th.

WHITE DOTY—Very large, creamy white. Tall. Matures Oct. 25th.

YULETIDE—Paper white. Flowers $2\frac{1}{2}$ inches in diameter. Medium height. Matures Nov. 20th.



The Charm



Left—The pink pompons are "Thyra." (See page 19 for description.)

The lower center and lower right are "Bunbu," spidery type. (See page 3.)

The two large incurved are "Distinction." (See page 12.)

The two anemones are "Frieda." (See page 23.)

An Inspiration for the New Day

... "Who can paint
Like Nature? Can imagination
boast,
Amid its gay creation, hues like
hers?
Or can it mix them with that match-
less skill,
And lose them in each other, as
appears
In every bud that blows?"

—Thomson

Could anyone fail to receive a spir-
itual "lift" from seeing a bouquet of
these gorgeous "Coral Blaze" chrys-
anthemums on the breakfast table?
... One of the greatest satisfactions
of the chrysanthemum fancier is that
his hobby is not a selfish one, for he
gives happiness and inspiration to
others by sharing with them the
beauty of his matured blooms . . . In
a troubled world it is well to ponder
the lines of Milton:

*"In contemplation of created things
By steps we may ascend to God."*



Above—"Coral Blaze," a large flowering anemone type chrysanthemum, orange-bronze in color with an orange-bronze cushion. (See page 23.)

of Chrysanthemums

*"Flowers are the brightest things
which earth
On her broad bosom loves to
cherish."*

The above lines by the poet Patterson could well apply specifically to the amazing chrysanthemum family, with its wide range of varieties, sizes and colors—from the tiny button type to the giant exhibition type . . . We believe these full-color Kodachrome photographs of actual blooms from the Blanchard Chrysanthemum Gardens show the colorful chrysanthemum family at its best.

Right—"Harvard," a large flowering commercial variety, reflexed. Brilliant dark, satiny red. (See page 12.)



Pleasing Table Arrangements

Civilized living today calls for flowers to enhance the attractiveness and "appetite-appeal" of every table . . . And chrysanthemums—with their wide selection of color and variety—form an admirably flexible medium for practicing the fine art of flower and table arrangement . . . The illustrations on this page show how effectively chrysanthemums blend with fruit, silver service and California pottery.



Left—Center and lower left blooms are "William McCabe," a spidery type. (See page 4.)

At lower right is "Mamoru," also a popular spidery type. (See page 3.)

(Pompon Section—Continued from page 15)

YELLOW

BALL OF GOLD—Well rounded, full blooms when disbudded. Prolific bloomer. Medium height. Matures Nov. 10th.

BRISTOLITE—Deep orange on very strong stiff stems. One of the largest disbudded pompons extant. Medium height. Matures Nov. 10th.

GOLD COIN—Lively yellow. Round, shapely flowers. 3½ inches in diameter when disbudded. Medium height. Matures Nov. 20th.

HASEGAWA YELLOW—Golden yellow. Sturdy, erect growth. Medium height. Matures Nov. 20th.

MARY LENNON HALL—Bright yellow. Tall. Erect growth. Matures Oct. 20th.

MASAKA—Bright yellow. Flowers 3 in. in diameter. Tall. Matures Oct. 10th.

NOVEMBER YELLOW—Soft, downy yellow of good size. Tall, erect growth. Matures Nov. 15th.

UNALGA—Good yellow. Medium height. Matures Nov. 25th.

YELLOW ASTER—Orange. Large sprays. Flowers of high rounded center. Very prolific. Strong, sturdy growth. Medium height. Matures Nov. 15th.

YELLOW DOTY—Orange turning to yellow. Blooms very large. Well rounded and compact when disbudded. Very strong, upright stem. Lovely when left to grow in sprays. Medium height. Matures Nov. 1st.

YELLOW FELLOW—Well rounded yellow. Stiff stem. Medium height. Matures Nov. 10th.

YELLOW SEA GULL—Yellow sport from Sea Gull. Medium height. Matures Nov. 1st.

YELLOW YULETIDE—Light yellow. Flowers 2½ inches in diameter. Matures Nov. 20th.

BRONZE

ALECIA—Golden bronze. Medium height. Matures Oct. 25th.

AVALON—Orange bronze. Medium height. Matures Nov. 25th.

BRONZE DOTY—Light bronze. Good sprays; strong stems. Medium height. Matures Nov. 5th.

CATHERINE—Bronze. Similar to Legal Tender. Medium height. Matures Nov. 20th.

DOROTHY TURNER—In color a combination of bronze and old gold with deep crimson center. Medium height. Matures Nov. 25th.

DUARTE BRONZE—A very beautiful soft fluffy pompon. Delicate bronze in color. Medium height. Matures Nov. 20th.

FAIRVIEW BRONZE—A beautiful pompon with an unusual combination of colors. A crimson center with reddish bronze outside petals. Medium height. Matures Nov. 10th.

FIRE BIRD—Reddish bronze. Medium height. Matures Oct. 25th.

MRS. FRANK B. WILCOX—Golden

bronze of special merit. Medium height. Matures Nov. 25th.

NOVEMBER BRONZE—Orange bronze. Medium height. Matures Nov. 15th.

OURAY—Dark mahogany brown. Wiry stems. Medium height. Matures Oct. 20th.

PAWANEE CHIEF—Bright reddish bronze. Medium height. Matures Nov. 1st.

WILDFIRE—Brilliant orange rust. Reflexed blooms on well formed sprays. Medium height. Matures Nov. 25th.

PINK

AZORA—Light pink, spherical in shape when disbudded; strong growth; blooms 4½ inches. Medium height. Matures Oct. 10th.

BALANDUS—Excellent light pink. Tall. Matures Nov. 10th.

ELORA—Shell-pink with dark pink center. Medium height. Matures Oct. 5th.

HENRIETTA—Shell-pink; hemi-spherical in shape. Extremely large. Medium height. Matures Oct. 1st.

ILLONA—Lavender pink. Straight, stiff-stemmed. Tall. Matures Nov. 10th.

IRENE RICH—Upper surface of petals deep pink, lighter pink reverse. Medium height. Matures Nov. 1st.

KAINO PINK—Fully double. Valencia pink. Large flowering pompon. Four inches in diameter when disbudded. Good producer with excellent blooms on spray. Medium height. Matures Nov. 20th.

LILLIAN DOTY—Beautiful shell-pink.

Flowers 3 to 3½ inches, fully incurved. Tall. Matures Oct. 15th.

MASTERPIECE—Tourmaline pink. Very prolific. Sturdy stem. Tall. Matures Nov. 15th.

OLIVIA—Dark pink; soft in appearance. Tall. Matures Nov. 25th.

ROMOLA—A perfectly formed, large pompon. Soft light pink of excellent substance. Strong stem. Tall. An outstanding variety both as to color and shape. Matures Oct. 20th.

ROSE CHARM—Rose-pink; spherical in shape; 3½ inches in diameter. Tall. Matures Nov. 1st.

THYRA—Deep lavender. Close compact, cupped petals with the appearance of a pompon dahlia. A distinctive novelty. Medium height. Matures Nov. 1st. (See full color illustration top page 16.)

USONA—Bright pink. Very productive with strong upright growth. Medium height. Matures Nov. 15th.

RED

CAMPFIRE—Orange-red, red gold reverse. Close compact blooms. Tall. Matures Nov. 20th.

CAPT. BLOOD—Red with gold tips. Medium height. Matures Nov. 25th.

CARLINA LEE—Dark, rich red—very double, round bloom. Medium height. Matures Oct. 20th.

FIRE BALL—Bright crimson. Tall. Matures Nov. 1st.

GRENADIER—Rich, deep red. Medium height. Matures Nov. 10th.

MRS. MARY HOOKER—Tall. Matures Nov. 15th.

RED DOTY—Very large red similar to White Doty except in color. Medium height. Matures Oct. 25th.

ROYAL CRIMSON—Deep, rich crimson. Decorative pompon. Medium height. Matures Nov. 20th.

Rooted Cuttings, each	\$.15
Any 340
Any 670

Any 12	\$1.15
6 of any one variety50
12 of any one variety	1.00

• The list of plants in the foregoing POMPON SECTION under the caption LARGE TYPE SUITABLE FOR DISBUDDING was compiled chiefly for the benefit of those of you who prefer the larger disbudded bloom to the spray or cluster of smaller blooms and is meant to be your guide in the proper selection of plants that will meet your special requirements. Those of you who have neither the inclination nor time for the tedium of disbudding will find the plants in this classification equally as prolific as any you may choose from the lists of smaller poms, as the growing habits of all are substantially the same.



Anemone Section



THE TITAN

● The Anemone flowered chrysanthemum consists of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets sometimes of the same color, sometimes otherwise.

The large flowering Anemone types, all of those catalogued herein being included, are usually pinched when small, permitting four to six growths to continue until buds are formed. Disbudding is a matter of individual taste. If allowed to flower without restriction each stem will produce a large spray or cluster of blooms. This type of mum is of marvelous beauty and should be given full consideration by those who are looking for something artistic and unusual.

WHITE

GARZA SUPREME—White. Medium height. Matures Dec. 1st.

GRAF VON AVON—White with yellow cushion. Medium height. Matures Oct. 20th.

MARIE LOUISE—White with white cushion. Medium height. Matures Nov. 1st.

MRS. A. G. WILSON—White with white cushion. Short. Matures Nov. 10th.

NORMA—Creamy white with yellow cushion from early buds. Petals tinted with pink and cushion rosy bronze when late

bud is taken. Has a full cushion and several rows of petals. Tall. Matures Nov. 1st.

SINCERITY—White with high, rounded white cushion. Medium height. Matures Oct. 25th.

SMITH'S PURITY—White with white cushion. Short. Matures Nov. 25th.

SORONA—White; small yellow cushion. Medium height. Matures Oct. 15th.

WHITE NORMA—White with yellow cushion. Tall. Matures Nov. 1st.



NEW GOLD

YELLOW

BUFF QUEEN—Buff with buff cushion. Medium height. $6\frac{3}{4}$ inches in diameter. Matures Nov. 1st.

CITRUS QUEEN—Lemon yellow with high rounded orange cushion. Tall. Stiff stem. Matures Dec. 1st.

NEW GOLD—Brilliant yellow with high perpendicular yellow cushion. Tall. Sturdy growth. Matures Nov. 1st. (See full color illustration above.)

SUZANNE MILLER—Bright yellow with yellow cushion. Tall. Matures Oct. 20th.

TRIUMPH—Deep canary yellow with large canary yellow cushion. Medium height. Matures Nov. 1st.

WILFREDA—Soft, subdued yellow with yellow cushion. Exquisite bloom in its entirety. Short. Matures Nov. 5th.

YELLOW SUPREME—Yellow with small yellow cushion. Tall. Matures Nov. 30th.

Any 12	\$1.15
6 of any one variety....	.50
12 of any one variety....	1.00

12 of any one variety . . . 1.00

Cascade Varieties

AGAPPINA—Bronze anemone.

ANNA—Pure white single.

AUTUMN SUNSET—Bronze anemone.

COMET—Cream anemone.

EARLY YELLOW—Single; early.

EASTERN STAR—Lavender anemone.

ICHNEN—Golden button anemone.

ITCHA—Bronze anemone (Early).

JANE HARTE—Yellow sport from Anna.

KASACHI—White single with yellow center.

KINRO—Yellow anemone. Large cushion.

KINSEN—Red anemone.

KOKO—Bronze anemone.

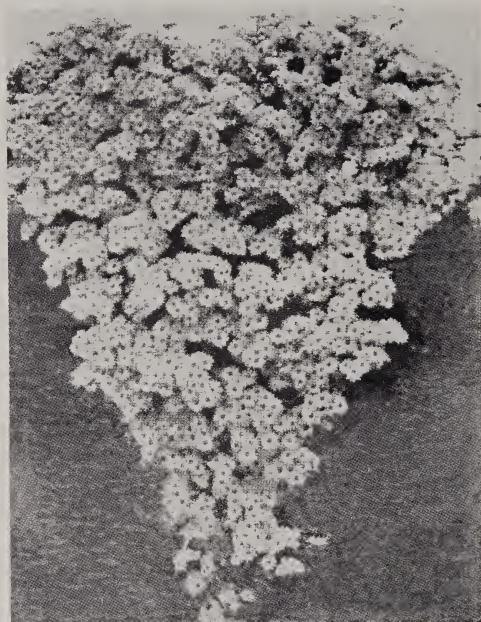
KOTO—Yellow anemone type having tubular petals with spoon end tips.

KOYEN—Yellow anemone with large petals.

ONAI—Creamish anemone.

PURPLE QUEEN—Purple anemone.

SHIRAHA—White anemone. Small petals.



ANNA

SUROKU—Minature white anemone with large yellow cushion.

YAMABUKI—Yellow anemone. Large cushion.

YEIKO—Creamish white button anemone.

Prices the same as those listed under Hardy Varieties, page 25.

• The varieties listed above are all of exceptional beauty and exquisite daintiness. While chosen primarily for the ease with which they may be trained to hang or "cascade" downward, there are numerous ways in which they may be made to yield equally gratifying results with a minimum expenditure of time and effort.

Planted in the garden and stopped a number of times in the usual manner these little-heralded horticultural phenomena will develop a rugged bushiness of free flowering growth that for sheer beauty may, perchance, outrival the much vaunted glory of the larger and more pretentious of their brethren.

Grown in pots and without special training they may be taken care of in the open until such time as it is desirable to transfer them indoors where their presence may lend a bit of sunshine to what otherwise might be a colorless interior. Let the fall season of dark shadows and crispness of air be brightened and warmed by the comforting cheer irradiating from one or more well-groomed plants of this type strategically placed on window ledge, bench or table.

Suggestions for Culture of Cascades

● **FOREWORD**—Plants to be used for cascading effects are chosen because of their natural habit of producing a bushy growth and strong, flexible stems clothed with an abundance of florescent splendor.

SOILS—Satisfactory results may be obtained by using a good, productive garden soil. Maximum results may best be had by the use of a compost prepared according to the specifications of any one of numerous formulae suitable for the purpose. We suggest that you try a mixture composed of one part well-rotted steer manure, one part thoroughly decomposed leaf mold and two parts fairly heavy loam.

POTTING—Upon arrival plant should be placed in a 4 or 6 inch pot, size to be determined by stage of root development. Subsequent changes to increasingly larger pots must be made as the need arises. Each change should be accomplished before roots have had an opportunity to become pot-bound. Normally, July 15th should find plant permanently established in a 10 or 12 inch pot.

WATERING—Space adequate for watering purposes must be left at top of pot. Watering should be attended to daily and sufficiently early to insure superficial dryness of foliage before nightfall.

FERTILIZERS—Although liquid fertilizers compounded from animal manure are considered old-fashioned and are in truth a bit messy in the manner of their making they are none the less effective when properly applied. Commercial fertilizers have come into general use, are readily available and convenient to handle. Your dealer is doubtlessly qualified to choose the one most suitable for your specific need should you elect to use some form of the latter.

FEEDING—The plant must be fed more or less sparingly at bi-weekly intervals. After each application of fertilizer careful study of the progress of growth being made by the plant and the condition of its foliage should give you a clue as to the amount and strength you need apply with each subsequent application. Avoid overfeeding at all times. Discontinue feeding when buds begin to show color.

TRAINING—By taking advantage of its natural pliability and with proper manipulation this type of plant may be trained after a fashion to suit the individual taste. The heartshaped cascade seems to be in public favor at the time and it is chiefly to the method of its training that we devote the following with a word of admonition to bear in mind the fact that the basic principle of inducing widespread growth and maximum florescence remains the same regardless of the delineation of pattern desired.

When plant is 5 or 6 inches high pinch top. From new growth reserve uppermost shoot for use as main leader. Stop remaining shoots at second or third joint. Later divide equally and train to either side of main leader. It is often desirable to use but one shoot on each side of main leader and remove the rest.

When main leader is 12 inches high train to a firmly imbedded No. 10 galvanized wire 4 feet in length previously bent, at a point 5 inches above surface level of pot, to an angle of 45 degrees. Outer tip of wire must face to north. Tie end of main leader to supporting wire at weekly intervals.

All laterals and sublaterals should be pinched systematically at every second or third joint throughout growing season to insure spread of growth and symmetry of form. As plant increases in width additional support is necessary for the purpose of stabilization.

To overcome the natural tendency of plant to develop blooms from extreme tip first with a perceptible movement toward base, discontinue routine pinching about Sept. 1st.

On Sept. 5th complete final pinching of broadest one-third or basal division, on Sept. 10th the midsectional one-third and on Sept. 15th the final one-third.

Gradually lower main leader so that it will be in a horizontal position about Sept. 15th. When buds begin to form, with surface of plant facing south, start gradual downward bending of main leader and its support. When buds show color place on solid base at required height and bend to final vertical position.

General Cultural Suggestions

Following are a few vital facts pertinent to the subject of successful chrysanthemum culture:

SOIL CONDITIONING—The chrysanthemum is a gross feeder. It is, therefore, necessary that the soil in which it is to be planted contains a sufficient amount of plant food to supply, without the aid of too frequent applications of liquid or commercial fertilizer, the demands of a long growing season. If in doubt as to the fertility of your land, we suggest that you work in with it a thoroughly rotted manure, well in advance of planting date and in quantities commensurate with the strength of the material used and the texture of the soil in question. Loose, sandy soil, particularly when of a nature unquestionably deficient in organic matter, should receive a heavier application per unit of space than that required by the same unit of space in a heavier and more productive soil.

The nature and amount of plant food to be used during the growing season can best be judged by the character of your soil and the variety and condition of the plants to be treated. Avoid the hazards of over-fertilization. Discontinue feeding when buds begin to show color.

PLANTING—Early planting is an important factor in the timely formation of a robust root system, a prerequisite to the growth of strong, sturdy plants and quality flowers. When seasonal blooms are desired at an advanced date it is doubly important that planting be done early in order that plants may attain sufficient height to permit the taking of crown buds. (SEE BUD SELECTION.)

WATERING—Variation in the composition of soils and variation in climatic conditions, due to geographical differences, render the matter of watering a problem for local study and solution. However, here are a few salient points ever to be kept in mind if you are to avoid the consequences of a careless, haphazard plan of irrigation.

We cannot emphasize too strongly the necessity of keeping the roots of your plants moist at all times. To subject them to a drought, however slight, will cause a sudden check in growth, a setback that may later be responsible for a host of trouble—the appearance of rust, mildew, blighted or blackened foliage and the premature hardening of wood, premature setting of buds with a sequence of partially developed and misshapen flowers.

Avoid overwatering as it is apt to lead to equally disastrous results. Confine your irrigation activities to a time of day sufficiently early to allow superficial drying of foliage before nightfall.

STOPPING—When the young plant has become firmly established—normally within a period of two weeks from planting date—pinch out the top. This simple operation is known as "stopping" and will bring about the formation of three or more new shoots, the subsequent handling of which must be governed by whatever plan you may have for their future disposition. In order to dwarf your plants, make them bush out, and to increase their yield of blooms it may be necessary to "stop" them a number of times, the proper number to be determined by the particular variety of plant in need of such attention and the specific result desired.

RESTRICTION OF LATERAL GROWTH—A plant, when allowed to retain no more than one, two or three stems, will develop much larger blooms than it will if permitted to grow without restriction. This is especially true of the large flowering types—exhibitions, commercials, spidery sorts and some of the larger anemones.

When the plant's energy, governed as it is by the amount of needed elements it assimilates from the soil, is used in feeding a profusion of growth, we cannot well hope to obtain maximum results as regards size, color or shape of bloom.

Excellent results may be had by raising four, six or eight disbudded blooms on plants of the larger pompon, anemone and single types suitable for the purpose, the number to be chosen varying with the type and variety of plant.

BUD SELECTION—Early in August many varieties produce a cluster of buds, the central and larger of which is termed the early or crown and the encircling buds vegetative. For exhibition types and many of the large commercials, it is desirable to "take" the crown bud.

While the term "take the bud" may be enshrouded in ambiguity, it simply involves the mechanics of removing the buds not to be used and reserving the one chosen as the best for development. Therefore, if you wish to "take" the crown bud, you remove the encircling buds and reserve the one in the center.

If it is desirable to use what is commonly known as the terminal bud, the foregoing operation is reversed. The central or crown bud and all but one of the encircling or vegetative buds are removed. From the remaining bud will spring a vegetative growth that will in time produce another cluster of buds, the central one of which should be "taken" or reserved and all others removed.

All crown buds, excepting those from plants of an extremely early blooming habit, appearing in the months of May, June and July, should be removed along with all excess lateral growth. It is also necessary to keep all axillary and basal growth broken out. The plant should be given a thorough going over at frequent intervals in order to keep it free from all superfluous growth, thus insuring a minimum waste of plant energy.

SPRAYING—The chrysanthemum is not immune to damage frequently caused by the uncontrolled activities of a variety of common insect pests; neither is it secure against the inroads of malignant fungi that may find in it a beneficent host unless preventative measures are taken. It is therefore wise and prudent to start spraying early, continuing at frequent intervals with the thought in mind that, "An ounce of prevention is worth a pound of cure."

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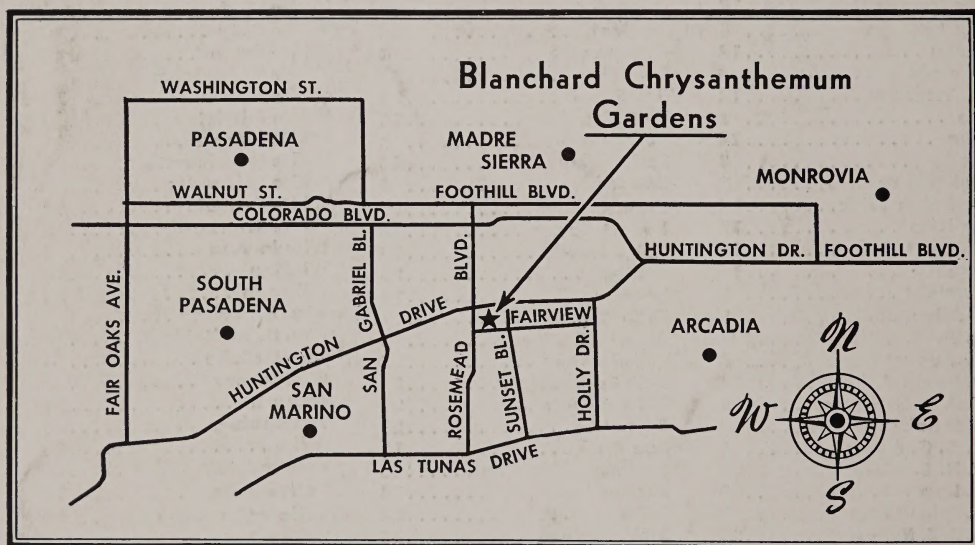
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At right — MIKADO
Cardinal, Golden
Reverse. (See pg. 5.)

A striking exhibition
normally at its peak
for Hallowe'en.



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